

PETA and KFC

August 20, 2002

Jonathon D. Blum, Senior Vice President
Yum! Brands, Inc.

Dear Mr. Blum:

I received your fax in which you re-sent a letter dated July 17, thinking that I had not received it. In fact, I had received this letter, and my letter of August 6, was a response to it. Since there was nothing new in that letter that hadn't been covered in your more comprehensive May 9 letter, I focused on the former. I apologize if I didn't make that clear.

While we recognize that Yum! has put together a good Animal Welfare Advisory Council, has held meetings of this council, and has begun building a foundation for animal welfare reforms, we cannot ignore the fact that no significant changes have been made in the lives of Yum!'s animals, despite the considerable time that has elapsed and your statement of more than a year ago that you already had a comprehensive animal welfare plan.

Your competitors are leaving you in the dust. They are doing chicken slaughter audits and so much more. A year has now passed and little has been done to eliminate some of the most egregious acts of cruelty. Three glaring examples of your lack of a "comprehensive" plan are your failure to institute gas killing of chickens, the lack of progress regarding the welfare of broiler breeders, and no action at all beyond chickens or on international standards, which would affect more than half of your operations. At the very least, these issues would have to be addressed in order for Yum!'s claims of concern for animals to be taken seriously.

PETA appreciates the fact that Yum! has taken some initial steps. However, far more needs to be done before we can accurately tell our members that Yum! has improved the lives of the animals raised and killed for its restaurants in any important way. We are not trying to be difficult. The lives of billions of animals depend on your efforts and on PETA's making sure that your efforts are not just window dressing.

Please review my letter dated August 6, which includes a list of areas in which PETA feels that changes need to be made—areas about which we've heard not a word from Yum! As I stated in that letter, we need to hear by the end of



PETA

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THE RIGHTS OF ALL ANIMALS

September that Yum! has taken steps to address these concerns.

Sincerely,

Bruce G. Friedrich
Director of Vegan Outreach

cc: David Novak, CEO, Yum! Brands
Cheryl Bachelder, President, KFC
Dr. Steven Gross, PETA
Dr. Temple Grandin, Colorado State University
Dr. Ian Duncan, University of Guelph
Dr. Joy Mench, University of California
Adele Douglass, American Humane Association
Terrie Dorte, National Council of Chain Restaurants
Karen Brown, Food Marketing Institute
Brian Riendeau, Yum! Brands
Sandy Chastain, Yum! Brands
Bruce Webster, University of Georgia
Dr. Peter Singer, Animal Rights International



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